MOISTEN HERE TO SEAL

HELP A FRIEND GET THE NEW GEAR.

Just pass this card along to a friend who smokes. Have them fill it out and we'll send them their own copy of the new Marlboro Gear Catalog.

Offer limited to smokers 21 years of age or older.

DETACH HERE

FOLD HERE

☐ Mr.
☐ Ms.
☐ Mrs. _____ ☐ Male ☐ Female

Address _____ Apt. # _____

City _____ State ____ ZIP _____ Phone ( ) _____

By responding to this survey and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

This card must be postmarked by Sept. 1, 1995. Allow 4-6 weeks for catalog delivery.

Signature (required) X _____

Your Birth Date (required) ___ / ___ / ___ Month Day Year

Today's Date (required) ___ / ___ / ___ Month Day Year

1. What is your regular brand of cigarettes – that is, the brand you smoke most often?

_____ (Brand Name)

2. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

3. Do you usually buy it by the...? (Check one.)
☐ Pack ☐ Carton ☐ Both Ways

4. Is your regular brand...? (Check one.)
☐ Lowest/1mg Tar ☐ Ultra/Extra Low Tar ☐ Light/Mild
☐ Medium ☐ Full Flavor

5. How long have you smoked this brand...? (Check one.)
☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
☐ 1 to 2 years ☐ 3 to 5 years

6. Which other brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ GPC	☐ Pyramid
☐ Basic	☐ Kent	☐ Raleigh Extra
☐ Benson & Hedges	☐ Kool	☐ Salem
☐ Best Buy	☐ Magna	☐ Sterling
☐ Best Value	☐ Marlboro	☐ Store Brand/Generic
☐ Bristol	☐ Merit	☐ Superslims
☐ Bucks	☐ Misty	☐ True
☐ Cambridge	☐ Montclair	☐ Vantage
☐ Camel	☐ More	☐ Viceroy
☐ Capri	☐ Newport	☐ Virginia Slims
☐ Carlton	☐ Now	☐ Winston
☐ Doral	☐ Parliament	
☐ None	☐ Other _____	

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Source: https://www.industrydocuments.ucsf.edu/docs/flbv0023
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